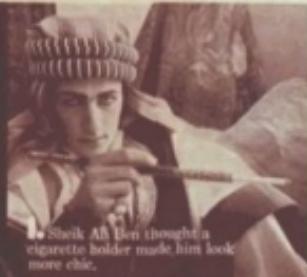


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## The Parliament recessed filter. It works like a cigarette holder works.



1. Sheik Ali Ben thought a cigarette holder made him look more chic.



2. Even better, it gave him a cleaner taste. Just like today's Parliament, with the recessed filter that's tucked back away from your lips.



3. With Parliament, you never taste a filter. Just rich, clean flavor. Now what could be more chic?

Kings: 15 mg "tar," 1.0 mg nicotine—  
120 x 13 mg "tar," 1.3 mg nicotine,  
per cigarette, FTC Report Feb. 73

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous To Your Health.

